U.S. ARMY STYLE SHEET

LOGO

LOGO USE
The U.S. Army logo should appear on the front and back of all collateral materials and in a prominent place on point-of-purchase.
The U.S. Army logo is registered with the U.S. Patent and Trademark Office. All reproductions of the mark should contain the Registered ® symbol. The logo with black registration mark ® is used on a white or yellow background. The U.S. Army logo with the yellow registration mark is used with a black background.

The logo may not be altered in any way. This is not only a case of upholding the consistency and integrity of the U.S. Army Brand; it is also imperative to sustain the intellectual property status of the mark itself. Do not emboss the logo, apply shadows, layer other images on top of the Army logo, alter the colors or distort the size of the logo (be sure to size the logo proportionately).
In addition, the star block is NOT to be used without the words U.S. Army below it.
Units may use the logo and tag lines for promotional mate ty relations events.

Logos and print ads may also be used in Army newspapers. Logos can effectively be used with unit logos and insignia. The Army logo should be positioned so that it stands apart from all other elements. The relationship between graphical elements must not conflict visually. Therefore, place elements such as unit insignia in a position that complements - rather than competes with - the logo.
If there is any question about the proper use of the Army's images (or to obtain a rights release for commercial use), call the U.S. Army Accessions Command Strategic Outreach Directorate at (502) 626-0853/0169 or e-mail Suzanne.Nagel@usarec.army.mil.

ARMY COLORS

BLACK
48c
48m
48y
100k

ARMY GOLD
0c
15m
90y
0k

Or PANTONE 123C

FONT

Trade Gothic Condensed Bold #20
Trade Gothic Condensed Regular #18

The headline copy and AN ARMY OF ONE copy on all materials is Trade Gothic Condensed Bold. All headline and display copy are bold #20; all body text is regular #18.

TAGLINE USE

AN ARMY OF ONE®

AN ARMY OF ONE®

AN ARMY OF ONE is used when referring to the U.S. Army or Army Reserve.
Use black text on a gold background with Registered ® symbol.
Use gold text on a black background with Registered ® symbol.
On a white background, the color of the text and registration symbol should match.